

Viseum UK Group Business Summary

The world is saturated with not-fit-for-purpose CCTV equipment. This allows terrorists and other criminals to disrupt the way of life for us all. In today's security climate, CCTV is the world's most important weapon against crime and terrorism. But, there is no other mainstream brand internationally known for setting the highest standards of manufacturing [CCTV Innovations](#).

All other manufacturers in the security industry sell on how cheap their products are. The Viseum UK Group's expertise is in designing the [highest quality](#) customised CCTV [Product Solutions](#). We are often referred to as the Mercedes of the CCTV industry. Viseum is already the industry influencer for video analytics software innovation. Many businesses refer to Viseum [CCTV Technologies](#). Viseum has become the brand that all customers come to when they want the best CCTV Security and Surveillance.

[Patented Flagship Product – The best CCTV camera in the world](#)

The heart of our intelligent surveillance solutions is the internationally patented Viseum IMC™ ([Intelligent Moving Camera](#)). It is widely recognized as the much-needed technology for today's CCTV and security surveillance markets. The world's only short-range to long-range 360 security camera. It is the only security camera to automatically detect and follow multiple incidents of people and vehicle in all directions at the same time. And up to a complete 360° panorama of the entire area.

New Markets – This [CCTV Innovation](#) has led to Viseum dominating markets by solving the many problems with standalone CCTV systems, remote monitored surveillance systems and manned guarding security services. This also generates new markets where CCTV has created privacy concerns. Example:

- 📍 [Viseum® Community SafetyWatch®](#) – There are many business and residential communities working with their police and local councils. They are, in fact, paying significant amounts to fight crime each year, but still continue to live and work in fear because nothing works for them.





Disruptive Technology

Viseum is effectively marketed as the **disruptive technology** for the CCTV security and surveillance industry. As with the world's other successful disruptive technologies in other markets, Viseum is positioned to dominate the **\$70 billion** security industry. Becoming the international mainstream brand known for introducing the world's most advanced CCTV technologies as trusted plug-and-play solutions.

The Viseum Brand

The Viseum Intelligent Moving Camera is **Internationally Patented** and has very strong defensive qualities. The Viseum brand is visually recognized for this patented configuration of fixed and moving cameras co-located on the same common structure. People who see an image of a Viseum camera configuration naturally think of Viseum being the internationally patent-protected CCTV brand. Any other brand of this configuration will be seen as an illegal copy, generating more business for the Viseum UK Group. We operate a formal **Branding Policy** which is an integral part of the Viseum business.

“The potential for Viseum products and services is vast in our country.”

(Typical quote from ministers and national government security advisors from countries new to Viseum)

Viseum Marketing Advantage

The Viseum UK Group is more than 10 years ahead in marketing of its Intelligent CCTV Product Solutions. Viseum is looked upon as ahead of any competition when introducing cutting-edge **CCTV technologies**. Our key marketing strengths are our knowledge of the industry. Also, our regular improvements to each sales asset with up-to-date sales messages. This comes from our most recent customer feedback on how they understand and benefit from Viseum solutions.





Viseum Customers' Business Case

Best value CCTV camera technology

Viseum's intelligent CCTV solutions are proven to deliver the best results and the strongest deterrent. The value to customers is having the only effective solution to the problem of wide-area security. They can use high-quality close-up forensic video of crime in large wide areas, no matter:

- 1 Where or how the suspects enter and leave the remote site.
- 1 Where the incident or simultaneous incidents take place.
- 1 If the suspect is wearing a hood or mask to cover their face, a positive ID can still be made.

Constant surveillance and complete coverage for a major deterrent

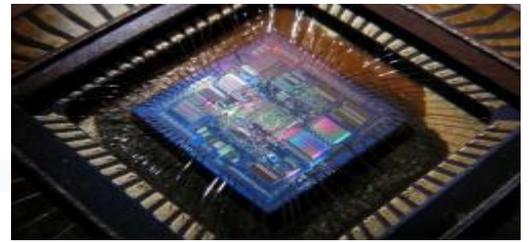
Criminals do not commit crimes when they see CCTV cameras following them. The Viseum IMC uses high specification wide contextual view cameras, to constantly monitor the large wide area. Also, with specific areas given priority, to a) automatically control the PTZ camera to capture close-up court-quality evidence of incidents, and b) where appropriate, intelligently switch the PTZ camera between incidents if they occur at the same time. This effectively deals with multiple incidents and diversion tactics.

4G/5G mobile wireless networks

The Viseum IMC was designed to be managed with the highest quality images using low-bandwidth broadband services. The Viseum IMC is the only camera that proactively sustains the long-term deterrent and continues to capture evidence of incidents, even if the remote communications ever becomes temporarily unstable.

[> Download Viseum customers' business case <](#)





Patent Protected Markets

Security organisations around the world spend many millions each year. Many with large numbers of permanent staff, trying to collect suitable video images. Searching through days or even months of video for just a few seconds of crucial evidence. The vast majority of these efforts result, daily, in lengthy reports as to why the CCTV evidence available could not be used because the incident did not occur close up to the CCTV camera, or was missed completely because the camera was pointing in a different direction.

The Viseum IMC simplifies and improves the effectiveness of the following deployment options, whilst saving operational expenditure:

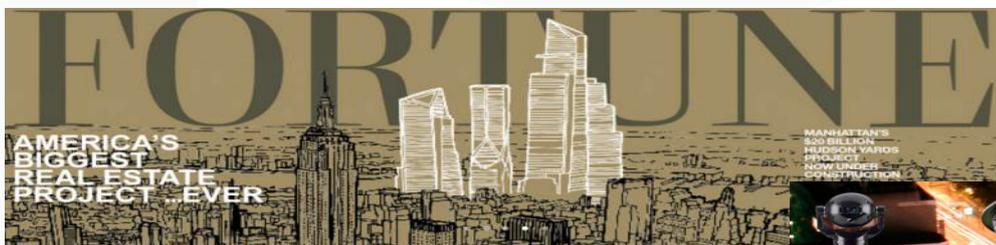
- Ⓛ Retrofits – to replace or upgrade existing permanent CCTV Camera Installations.
- Ⓛ [Redeployable](#) – for temporary installations on street lighting columns.
- Ⓛ Rapid deployments – using self-contained CCTV trailers for fast situational awareness.

It is designed for short-range to long-range outdoor and indoor line-of-sight surveillance, for the following large complex and challenging environments and applications:

- Ⓛ 360° highly populated wide areas.
- Ⓛ Unpopulated multiple or single attack intruder environments.
- Ⓛ Traffic intersections, roads and motorways.

It operates as an unmanned standalone camera and can be integrated for operator override when used with:

- Ⓛ 24/7 monitored command control.
- Ⓛ Part-time monitored command control.
- Ⓛ Manned-response command control.
- Ⓛ Mobile observation posts.





Existing Markets – Our target markets are government, police and large corporate organisations that use remote monitored CCTV security services. All suffering from the same major problems of poor security performance and operational overhead constraints. Examples:

- ❶ **Safe City Projects** – Viseum sales collateral available from our [website](#) presented to government leaders generates Safe City projects. A non-working model of the Viseum camera helps win the [first installations](#). This is typically worth **\$20 million** and eventually worth in excess of **\$80 million** excluding ongoing revenues.
- ❷ **Legacy security system upgrades** – All other security products and services have so much competition, it forces its suppliers to sell in high volume and reduce their quality. All security-focused businesses want to resell their products and/or services alongside Viseum solutions. This is because of the patent-protected value of Viseum solutions. For this, we have developed our [Certified Technology Partner Programme](#). This is successful in focusing suitable partners to generate security projects and fund joint marketing campaigns.
- ❸ **£100 million UK security service** – There is very little profit in selling human resource for physical security services. Customers want to move away from using manned guarding security services, over to using electronic security. But many are reluctant to do so because of the substandard technical performance and reliability of all other systems. This represents an immediate opportunity for Viseum.



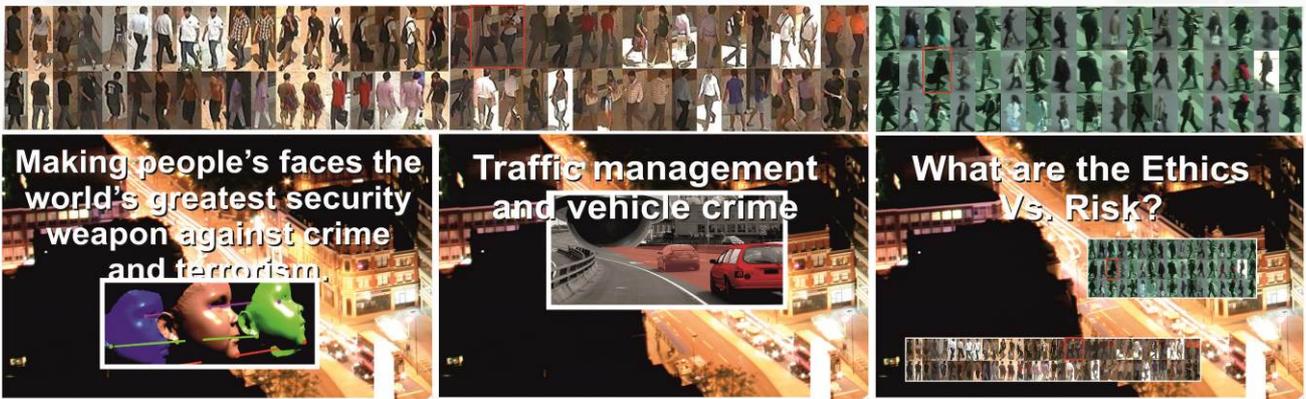
Routes to Market

Today's modern security practitioner wishes to use, resell, distribute, or be associated with Viseum in some way. This is because Viseum represents a paradigm shift in security, surveillance and video analytics capabilities. We are extending our lead throughout the world by partnering with select industry experts who are successfully strong in their particular industry sectors and regions.

Resellers – [The Viseum brand](#) has evolved a unique, firm and robust sales model. Only highly qualified incoming opportunities are supported. Our [Certified Corporate Partner Programme](#) is designed to attract select partners who invest suitable amounts of resources and finance. They qualify all local risk to optimize Viseum sales.

The most efficient method of selling all of Viseum's Product Solutions and services is by leading the sale with the Viseum IMC and using the [Viseum Phased Technology Introduction Programme](#).

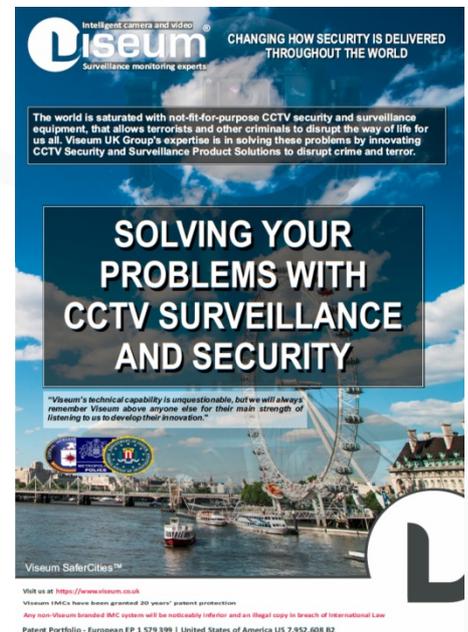
Project Sales Direct Support – We have evolved a [Unique Sales Process](#) that optimizes our technology advantage to win high-end security projects when compared to any other solution.



[> Download the Viseum Story <](#)



> [Viseum Technology and Support Strengths](#) < This is a brochure presentation of our technical support and capabilities. It is very successful for Viseum sales training and provides our customers with confidence in our project support and delivery.



Legal Statement

We have invested heavily in the protection and policing of our intellectual property rights (IPR). Central to our business is the commercial protection we provide our partners in sharing these secured markets. We commit to the policing of this IPR in the following way: As with any infringement, its trade reseller is the primary target for legal action, which is, in turn, followed up by making the potential user aware of the infringing product's recall due to its illegal use. This is then followed up with full and complete legal action with the suppliers of such goods. This policy of proactive policing our markets in this way since 2002 has proven so successful that we have only ever identified one infringing party. A PLC entity was found to be trading with infringing goods and they can now no longer sell such goods, nor can they secure investment due to this breach.

Purchase of a Viseum-driven product from an authorised Viseum[®] supplier guarantees that it contains authentic Viseum[®] software, and carries with it a licence giving the purchaser permission to use the Viseum technology patents. Attempted use of Viseum[®] software without a valid licence is in breach of international law.

Patents Granted European Patent > [EP 1 579 399](#) < & United States of America > [US 7,952,608 B2](#) <

Registered Trade Marks Viseum[®] SafetyWatch[®]

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